

BOARD OF COUNTY COMMISSIONERS AGENDA ITEM SUMMARY

Meeting Date: February 16, 2005

Division: County Administrator

Bulk Item: Yes X No

Department: County Administrator

Staff Contact Person: Connie Cyr

AGENDA ITEM WORDING: Discussion and approval of one (1) “At Large” appointment to the Tourist Development Council District III Advisory Committee.

ITEM BACKGROUND: The position was advertised to replace Mr. Bernard Carbin, who recently past away.

PREVIOUS RELEVANT BOCC ACTION: On September 8, 1999, the Board of County Commissioners passed an Ordinance providing for the appointment of “At Large” members to the District Advisory Committee by the Board of County Commissioners.

CONTRACT/AGREEMENT CHANGES:

N/A

STAFF RECOMMENDATIONS: Approval of an appointment.

TOTAL COST:_____ -0-

BUDGETED: Yes _____ No _____

COST TO COUNTY: -0-

SOURCE OF FUNDS:

REVENUE PRODUCING: Yes No **AMOUNT PER MONTH** **Year** _____

APPROVED BY: County Atty _____ OMB/Purchasing _____ Risk Management _____

DIVISION DIRECTOR APPROVAL: _____
 Thomas J. Willi

DOCUMENTATION: Included x Not Required_____


DISPOSITION:

AGENDA ITEM #

THE FLORIDA KEYS & KEY WEST
MONROE COUNTY TOURIST DEVELOPMENT COUNCIL
Come as you are®

DATE: January 31st. 2005

TO: Mr. Tom Willi, County Administrator

FROM: Shirley Gun, Administrative Secretary 

RE: **DAC III 'AT LARGE' VACANCY**

Please bring forward the attached District III Advisory Committee "At Large" applications to the February BOCC meeting.

This position was advertised to replace Mr. Bernard Carbin who recently passed away.

"At Large" representative – Any resident who is not directly involved in a tourism business and who shall represent the general public. (The operative word within this description is directly. This word means someone who is not in business nor whose business or economic activity are dependent upon tourists).

Applicants are:

- John Luce
- Jeffrey Pinkus
- Betty Vail

If you should have any questions, please do not hesitate to contact this office.

APPLICATION

DISTRICT III ADVISORY COMMITTEE (DAC)☐

LODGING INDUSTRY - shall be owners or operators/managers of motels, hotels recreational vehicle parks or other tourist accommodations in the District which are subject to bed tax

☐

TOURIST-RELATED BUSINESS - shall be persons involved in business which is interdependent upon the tourist industry who have demonstrated an interest in tourist development but who are not owners, operators/managers of motels, hotels, recreational vehicle parks and other tourist accommodations in the county

☒

AT LARGE - Any resident who is not directly involved in a tourism business and who shall represent the general public (The operative word within this description is directly. This word means someone who is not in business, nor whose business or economic activity are 'dependent upon tourists')

NAME: JOHN M. LUCE
ADDRESS: 75 SEA VIEW AVE. CONCH KEY 33050 FL.
TELEPHONE NO.: 305 743 7705 FAX NO.: 305 743 7705 (Tel. Fax)
E-MAIL: JLUCE@TERRANOVA.NET

Employment History: SEE RESUME

Organization/Membership Affiliation(s): SAN PABLO CHURCH

Brief summary as to your qualifications to serve on this committee:

AS EVIDENCED BY MY RESUME, I HAVE EXTENSIVE
MARKETING EXPERIENCE WHILE MANAGING
RADISSON HOTELS WORLDWIDE.

Signature: [Signature] Date: JAN 17 - 2005

APPLICATION TO BE RECEIVED NO LATER THAN 5:00 P.M., Friday January 28th. 2005

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL
1201 White Street, Suite 102
Key West, Florida 33040
(305) 296-1552 (telephone)/(305) 296-0788 (fax)

JOHN M. LUCE
75 Seaview Avenue
Conch Key, Florida 33050
305-743-7705

SKILLS POSSESSED

Strong leadership - ability to create respect and set examples. Ability to plan and control work objectives, strategies, budgets, and staffing. Review progress and performance, audit budgets, evaluate objectives, and set priorities for others. Ability to create cooperation among staff and negotiate differences, coordinate inter-departmental efforts and work towards common goals. Delegate responsibilities, distribute time and resources, assign priorities, and convert plans to actions. Define and solve problems, organize and structure information to determine cause and effect relationships.

SPECIAL AWARDS

- 1989 - Radisson Corporation's "Excellence in Marketing Award"
- 1987 - Radisson Corporations' "President's Award for Outstanding Achievement"
- 1986 - Radisson Corporations' "Manager of the Year"
- 1982 - Radisson Corporations' "Manager of the Year"

SPECIAL RESPONSIBILITIES

1989 - 1995 Chairman of Radisson Resorts Cooperative Advertising Committee:
Responsible for the development of the Media Plans and
Marketing strategies for 27 Radisson Resorts Worldwide.

EMPLOYMENT HISTORY

1975 - **2002** RADISSON HOTEL CORPORATION, Minneapolis, Minnesota

1995 - **2000** RADISSON SLAVJANSKAYA HOTEL, Moscow, Russia
General Manager

Took over management of this very exciting property located in Moscow, Russia. My experience and maturity has enabled me to successfully negotiate various opportunities involving Russian nationals, governments, and joint venture partners. The institution of Western standards and Radisson training programs are paramount in my everyday activities. Sales of \$75,000,000 were achieved in the joint venture.

- 1993 - 1995
RADISSON ARUBA CARIBBEAN RESORT & CASINO, Aruba
General Manager
Assumed responsibilities for this 400-room resort and casino. During my time completed a multi-million dollar renovation. The hotel was transferred from a substandard property to one of the leading properties in the Caribbean. International marketing played a key role in establishing adequate business to enable the venture to once again become profitable.
- 1984 - 1993
RADISSON INN MAINGATE, Orlando, Florida
General Manager
Transferred to prepare hotel for opening. This included development of the Mission Statement, setting objectives and strategies for Marketing, hiring department heads and executive committee members, coordinating the project with owners and Radisson, developing training procedures for all employees, and managing the hotel through pre-opening into full operation. Hotel received three awards for "Most Improved Occupancy", "Most Improved Sales", and "Most Improved Profit" in 1986.
- 1975 - 1984
RADISSON HOTEL DULUTH, Duluth, Minnesota
General Manager
During my time spent at this hotel the economic conditions of the area were very poor. This gave me the opportunity to be very creative in marketing and cost controls. My principal achievement was the creation of an Independent Convention and Visitors Bureau that derived funds from local businesses, and marketed the city as a desirable area for tourists and conventioners. Tourism replaced mining as the number one industry in the area.
- 1970 - 1975
HYATT HOTEL CORPORATION, Chicago, Illinois
- 1973 - 1975
HYATT HOTEL DALLAS, Dallas, Texas
General Manager
Further developed my skills in top management with a strong emphasis on involved leadership.
- 1970 - 1973
HYATT REGENCY ATLANTA, Atlanta, Georgia
Director of Catering and Conventions
Supervised all food and beverage outlets and directed the catering and convention functions in 65,000 square feet of banquet space, five restaurants, and two separate bars. Annual Food and Beverage Sales were over \$6,000,000. Directly supervised three assistants in the Catering Department and had jurisdiction over 400 employees.

1967 - 1970

FAIRMONT HOTEL, Dallas, Texas

Director of Catering

Hired at this five-star location six months prior to the opening. This very prestigious hotel was the first expansion of Fairmont Hotels. The hotel had two ballrooms over 20,000 square feet and 30 additional meeting rooms. My responsibility was handling major groups, both from a catering standpoint and a meeting arrangements perspective.

1964 - 1967

HILTON HOTEL ST. PAUL, St. Paul, Minnesota

Catering Manager

Duties included arranging all details for social, meeting and banquet functions for all conventions.

EDUCATION

1958 - 1960

UNIVERSITY OF MINNESOTA

References available upon request.

APPLICATION

DISTRICT III ADVISORY COMMITTEE (DAC)☐

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NAME:

JEFFREY M. PINKUS

ADDRESS:

8053 Porpoise Drive, Marathon, FL 33050

TELEPHONE NO.:

(305) 743-2704

FAX NO.:

305-743-3666

E-MAIL:

PINKUSj@CI.MARATHON.FL.US

Employment History:

Pinkus Construction Co. Inc 1982-Present

Organization/Membership Affiliation(s):

Guardian Ad Litem Program Volunteer
Rotary Club of Marathon
Middle Key Community Land Trust
Marathon City Council

Brief summary as to your qualifications to serve on this committee:

Having lived in the Keys
For 28 years I have come to know people from all walks of life
including most business entities. This personal contact with the
general public is what put me on the Marathon City Council. I would like
to bring this knowledge to DAC. Thank you

Signature:

Date:

01-28-05

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Friday January 28th. 2005

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL

1201 White Street, Suite 102

Key West, Florida 33040

(305) 296-1552 (telephone)/(305) 296-0788 (fax)

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NAME:

Betty Vail

ADDRESS:

61 Sombrero Beach Rd. Marathon

TELEPHONE NO.:

305-743-6066

FAX NO.:

305-743-3574

E-MAIL:

N/A

Employment History:

Retired from full time

work. Was copy writer in NYC ad agency.

1st female mgr. of airport in New Hampshire & now in Mich.

Organization/Membership Affiliation(s):

TDC - prior - League of

women voters, Friends of Library, Community

Gene Trust in Marathon, TDC Dist III, etc.

Brief summary as to your qualifications to serve on this committee:

Compline Blvd.

Literacy Volunteer Tutor, Land use (zoning) & property mgmt.

Signature:

Eliz. Vail

Date:

10/22/04

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